



COLLEGE OF BUSINESS


THE ECONOMIC IMPACT OF THE UNIVERSITY
OF NORTH ALABAMA

J. DOUGLAS BARRETT
KEITH D. MALONE
INSTITUTE FOR INNOVATION AND ECONOMIC
DEVELOPMENT
UNIVERSITY OF NORTH ALABAMA



UNA.EDU/BUSINESS


COLLEGE OF BUSINESS


EMPLOYMENT

1,069.65 DIRECT JOBS
233.58 JOBS DUE TO DIRECT SPENDING
309.30 INDUCED JOBS
1,930.33 JOBS DUE TO UNA HOUSEHOLD SPENDING
3542.86 JOBS ARE GENERATED BY UNA


UNA.EDU/BUSINESS


COLLEGE OF BUSINESS



EARNINGS

\$41,795,684 DIRECT PAYROLL
4,688,718 DIRECT SPENDING
13,890,452 INDUCED PAYROLL (EARNINGS)
177,710,000 EARNINGS DUE TO HOUSEHOLD SPENDING
154,075,000 OTHER HOUSEHOLD EARNINGS
\$392,159,854 TOTAL EARNINGS

UNA.EDU/BUSINESS



COLLEGE OF BUSINESS



SPENDING


\$125,270,000 DIRECT SPENDING (EMPL./STUD.)

21,621,000 DIRECT SPENDING


169,469,000 INDUCED/OTHER HOUSEHOLD SPENDING

\$316,360,000 TOTAL SPENDING

UNA.EDU/BUSINESS



COLLEGE OF BUSINESS




TAXES

\$2,806,384 TOTAL SALES TAXES)


813,292 TOTAL PROPERTY TAXES

\$3,619,676 TOTAL ANNUAL LOCAL TAXES

UNA.EDU/BUSINESS



COLLEGE OF BUSINESS



COMMUNITY SERVICE

3,752 TOTAL HOURS IN CIVIC CLUBS



2,213 TOTAL HOURS ON BOARDS OF DIRECTORS

2,886 TOTAL HOURS IN COMMUNITY/GOVERNMENT

33,671 TOTAL HOURS SPENT IN YOUTH ORGS

6,927 TOTAL HOURS IN OTHER SERVICE

UNA.EDU/BUSINESS


COLLEGE OF BUSINESS


SHOALS SHIFT

Brainpower

- Black Males' Coding Camp
- Strategic Design Course
- Partnership for Innovation Team
- ASBA Innovative Economic Development
- Power of Code
- HC&M
- Innovation Engineering

Innovation

- Shoals Idea Auction
- Shoals Alabama Launchpad
- 420 Startups
- Innovation Festivals
- Innovation Workshop
- Shoals Capital Fund
- Strategic Growth Networks
- Growth Shores

Shoals Shift Collaborations



Quality Connected Place

- The Generator
- FLPL Collaboratory
- Shoals Big Sister
- Institute for Innovation and Economic Development

New Narratives

- Shoals Innovation Week
- Launch & Grow
- Shoals Tech Meetup
- Big Road Meetup
- NSA AI Software Developers Meetup
- Eringer
- Shoals Shift website

UNA.EDU/BUSINESS


COLLEGE OF BUSINESS


OTHER

ARTS AND CULTURAL PRODUCTION

INSTITUTE FOR LEARNING IN RETIREMENT

OTHER QUALITY OF LIFE:
- FIRMS AND INDIVIDUALS LOCATING IN THE SHOALS

UNA.EDU/BUSINESS


COLLEGE OF BUSINESS


ECONOMIC IMPACT

Jobs
as a result
of the University

3,542

Earnings
as a result
of the University

\$392,160,000

Sales Taxes
Total as a result
of the University

\$2,806,384

Local Taxes
Total as a result
of the University

\$3,619,676

TOTAL IMPACT \$16,360,000



THE ECONOMIC IMPACT
of the University of NORTH ALABAMA
on Colbert and Lauderdale Counties

UNA.EDU/BUSINESS
